



# CITY OF LODI

## COUNCIL COMMUNICATION

**AGENDA TITLE:** "Red Ribbon Week"

**MEETING DATE:** October 2, 1996


**PREPARED BY:** City Clerk

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**RECOMMENDED ACTION:** That Mayor Warner present a proclamation proclaiming the week of October 23 - 30, 1996 as "Red Ribbon Week" in the City of Lodi.

**BACKGROUND INFORMATION:** Mayor Warner has been requested to present a proclamation proclaiming the week of October 23 - 30, 1996 as "Red Ribbon Week" in the City of Lodi. Representatives from the Lodi Unified School District and the City of Lodi will be present to accept the proclamation.

**FUNDING:** None required.

  
Jennifer M. Perrin  
City Clerk

APPROVED: \_\_\_\_\_

H. Dixon Flynn -- City Manager

**LODI UNIFIED SCHOOL DISTRICT  
HEALTH SERVICES**

1305 East Vine Street, Lodi, CA 95240

**FAX #(209) 331-7067****FAX COVER SHEET**

DATE: 9/24/96

PLEASE DELIVER THE FOLLOWING 4 PAGES, INCLUDING  
THIS PAGE:

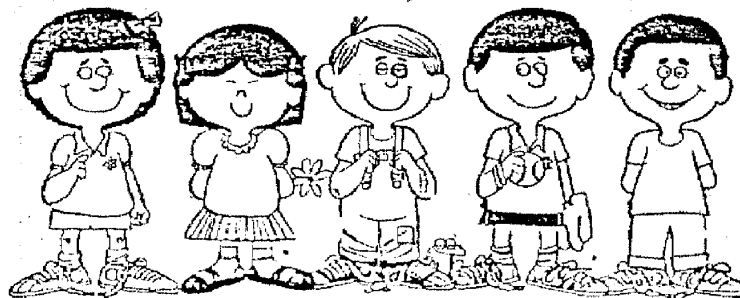
TO: Jennifer Perrin

FROM: Debbie Whittaker

**COMMENTS/INSTRUCTIONS:**

The following is my request letter  
for a donation. And "following the  
following" is Red Ribbon Week history.

Thank you

**HEALTHY CHILDREN LEARN BETTER**

If you have questions regarding this transmittal or did not receive all of the pages  
transmitted, please call (209) 331-7075.

LODI UNIFIED SCHOOL DISTRICT  
STUDENT ASSISTANT SERVICES  
MEMORANDUM  
September 24, 1996

TO: Lodi City Council  
FROM: Debbie Whittaker  
SUBJECT: Red Ribbon Week Trees

I would like to thank you in advance for your interest in our 1996 Red Ribbon project. This year our plan is to supply each of our school sites with a tree to dedicate to drug free awareness. The trees must meet specific district requirements, with regards to species and size (trees are to be 15 gallon size). Delta Tree Farms will supply them at a cost \$30-\$33 a piece. With your help, students may plant a tree and make a dedication to a healthy drug-free life style.

Arrangements have been made with our operations and grounds supervisors for the favorable placement of all trees and individual school sites will be designing their own "Tree of Life" ceremony.

If you or your business would like to help us,  
"DIG UP SOME DRUG-FREE AWARENESS"  
please contact me at:

Lodi Unified School District  
Educational Support Center  
1305 East Vine Street  
Lodi, CA. 95240  
Lodi: 331-7022 or 331-7023/Stockton: 953-8022  
FAX: 331-7067

Checks may be made payable to Lodi Unified School District.

## HISTORY OF NATIONAL RED RIBBON CELEBRATION

RED RIBBON CELEBRATION,  
a national campaign is celebrating it's eleventh anniversary!  
National Red Ribbon Week is October 23-31, 1996.

On Thursday, February 7, 1985, Enrique "Kiki" Camarena, 37, stashed his badge and his service revolver in his desk drawer and headed for lunch with his wife, Mika. Kiki, a U.S. Drug Enforcement Administration agent, had been on the trail of Mexico's marijuana and cocaine barons. He was due to be resigned in three weeks, having come dangerously close to unlocking a multi-billion dollar drug pipeline, which he suspected extended into the highest reaches of the Mexican army, police, and government.

According to the DEA's reconstruction of events, as he headed to lunch five men appeared at the agent's side and shoved him into a car. That was the last time anyone but his kidnappers would see him alive.

Kiki Camarena's body was found one month later in a shallow grave, 70 miles from Michoacan, Mexico. He had been tortured, beaten, and brutally murdered. Mika would have to tell her three sons that their daddy would not be coming home again.

As news of this atrocity began to appear in newspapers, radio, and television broadcasts, many school parent associations, already angry and sick of the killing and destruction caused by alcohol and other drugs in America, were looking about for some way to proclaim their concerns and to make a demand for action in local communities. Several of these groups banded together and selected a RED RIBBON as their symbol, and set about creating a RED RIBBON CAMPAIGN to show intolerance for drugs in our schools, our work places, and our communities.

In 1988, with Nancy Reagan as Honorary Chairman, an eight-day Red Ribbon Campaign has grown and now impacts millions of Americans like no other drug prevention movement in history.

The RED RIBBON CAMPAIGN originated in 1985 when Federal Agent Enrique Camarena was murdered. The goal of the celebration is to present a unified and visible commitment to a healthy & drug-free lifestyle. The red ribbon has become the symbol of the commitment and signifies no use of illegal drugs and no illegal use of legal drugs.

The RED RIBBON CAMPAIGN focuses on the need to create positive peer pressure and awareness of drug problems and their prevention.

The RED RIBBON CELEBRATION is for our schools and community to demonstrate their commitment to healthy drug-free lifestyles. We invite you to display and wear red ribbons as well as participate in school and community red ribbon activities.

Find attached pledges, contests, suggested activity lists, a schedule, a poem, information for parent clubs and school news articles. Any of this information may be copied and please disseminate.

I want to thank you in advance for all your efforts and hard work for the upcoming RED RIBBON CELEBRATION. You will be awesome!